EXHIBIT 30

Google Ad Manager

Yield Management & U1PA Best Practices in Google Ad Manager

April 2020

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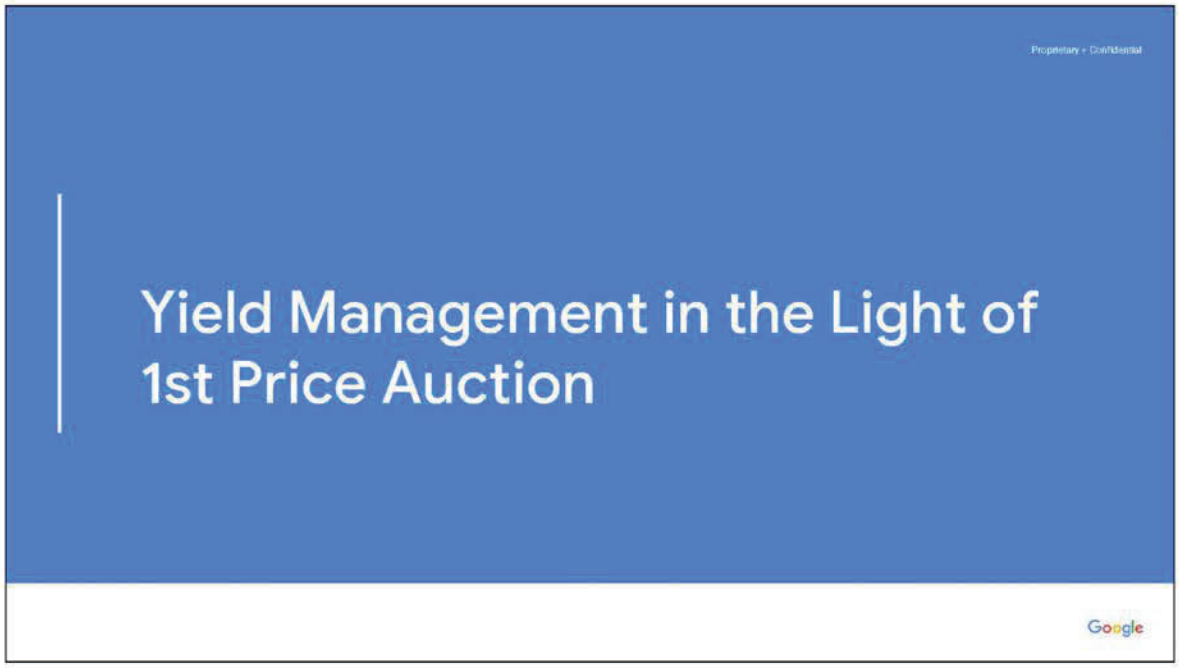
INTERNAL ONLY - DO NOT SHARE WITH PUBLISHERS

Agenda

- Welcome
- Yield Management in the light of 1st Price Auction (Frank, GTM)
- Pricing Best Practices (Michal, gTech)
- Case Study Italy (Giacomo, Revenue Solutions)
- Q&A (Giulio, GSL)

Please add your questions to the dory

Google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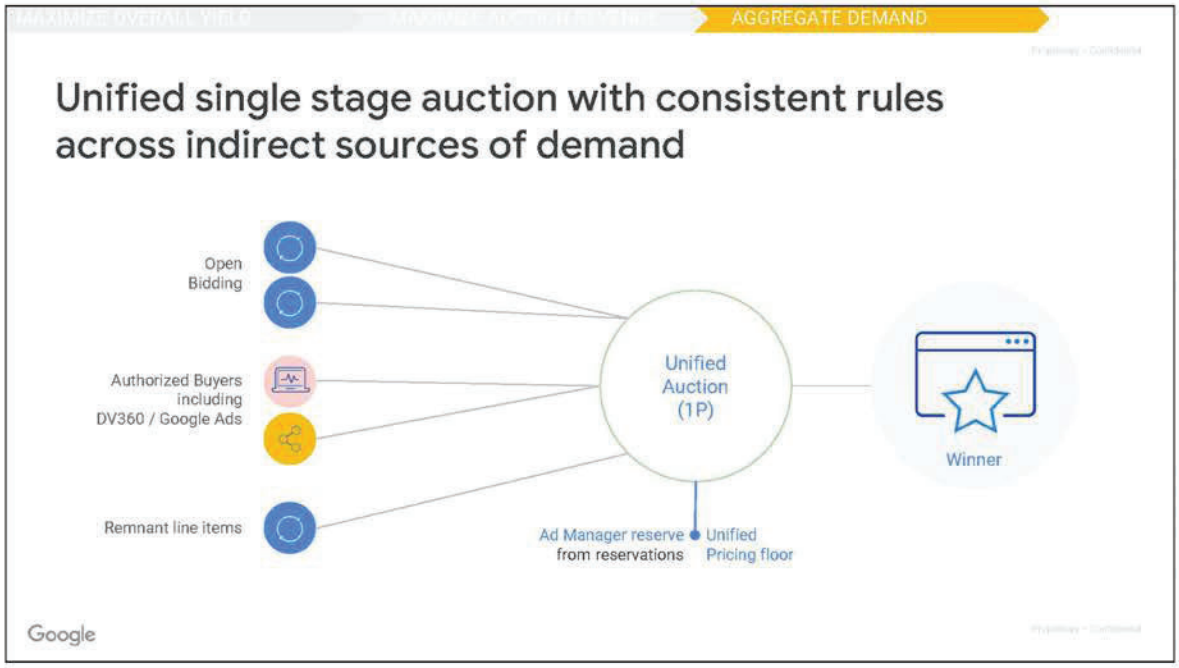
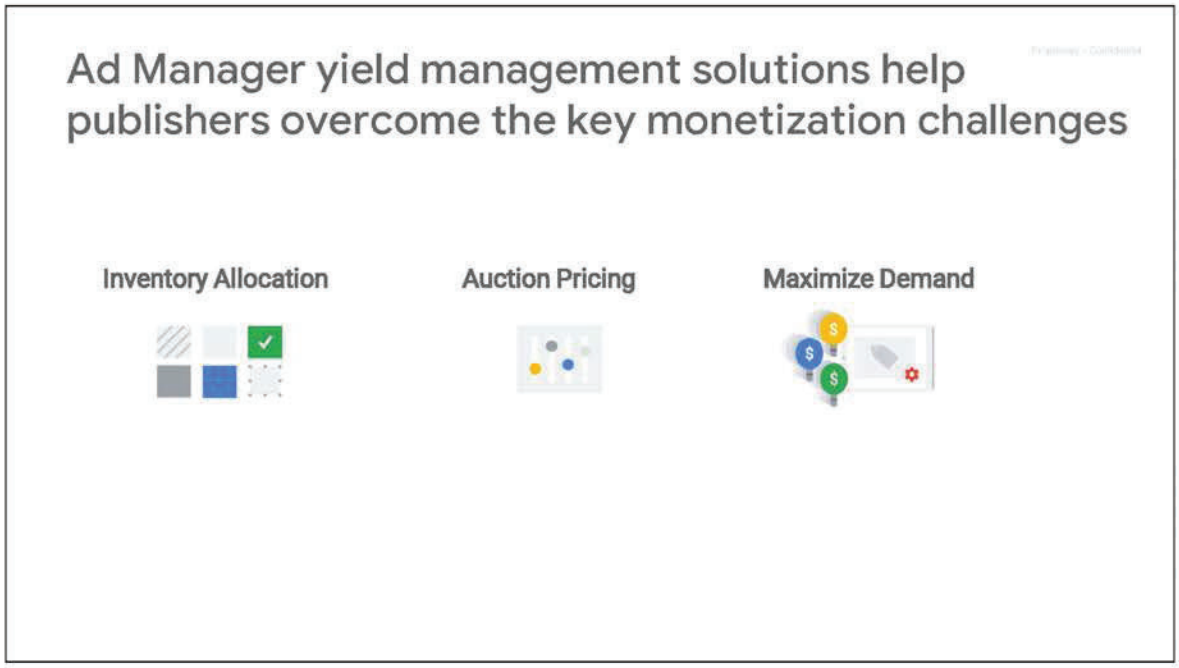
Yield Management in the Light of 1st Price Auction
Google



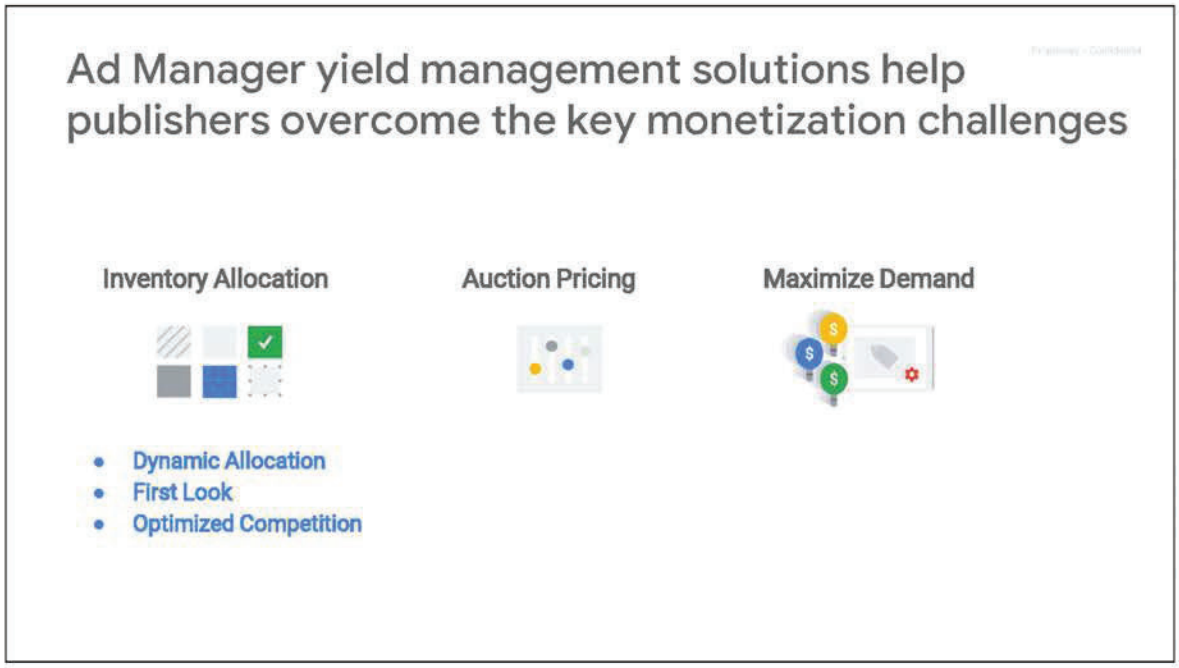
All the sources of non-guaranteed demand can compete in a unified 1st price auction. The floor of this auction is determined by the Admanager reserve price



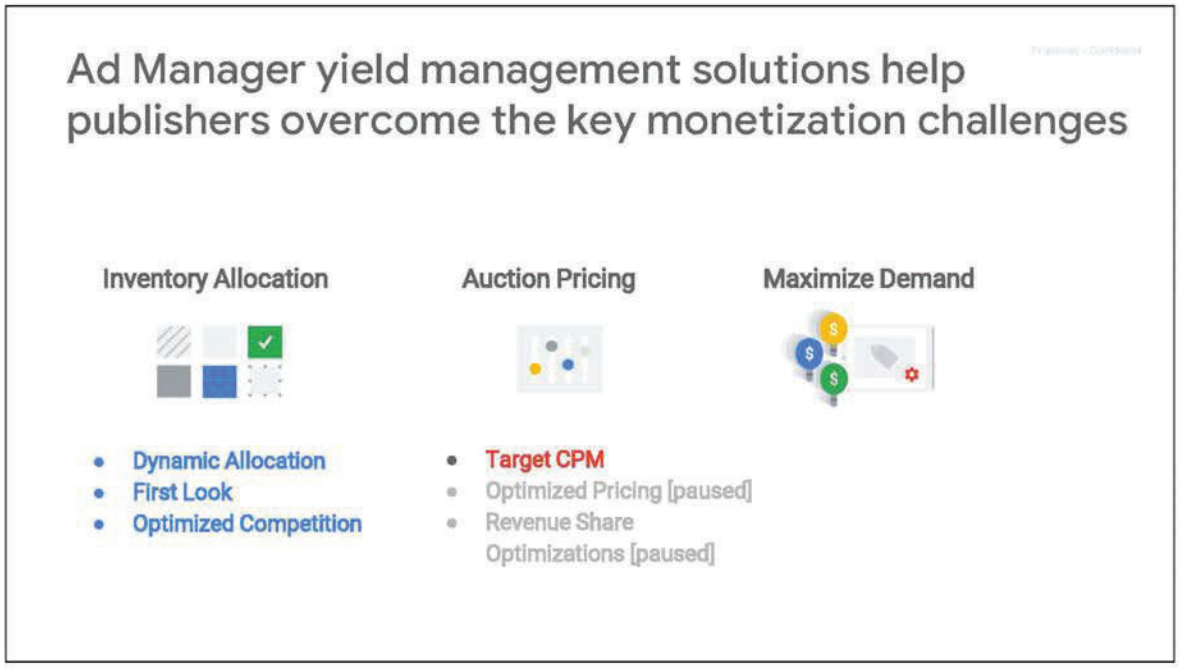
I would like to refresh your knowledge on our yield optimization bucket and highlight changes since we have transitioned to U1PA

Basically we have 3 bucket of yield optimization tools

Optimize Inventory allocation:
This is about Optimizing the competition between Guaranteed reservations and non-guaranteed demand
Pricing / Optimize revenue in the auction
This is about floor price optimisation, or what are buyers willing to pay on query basic
Maximize demand



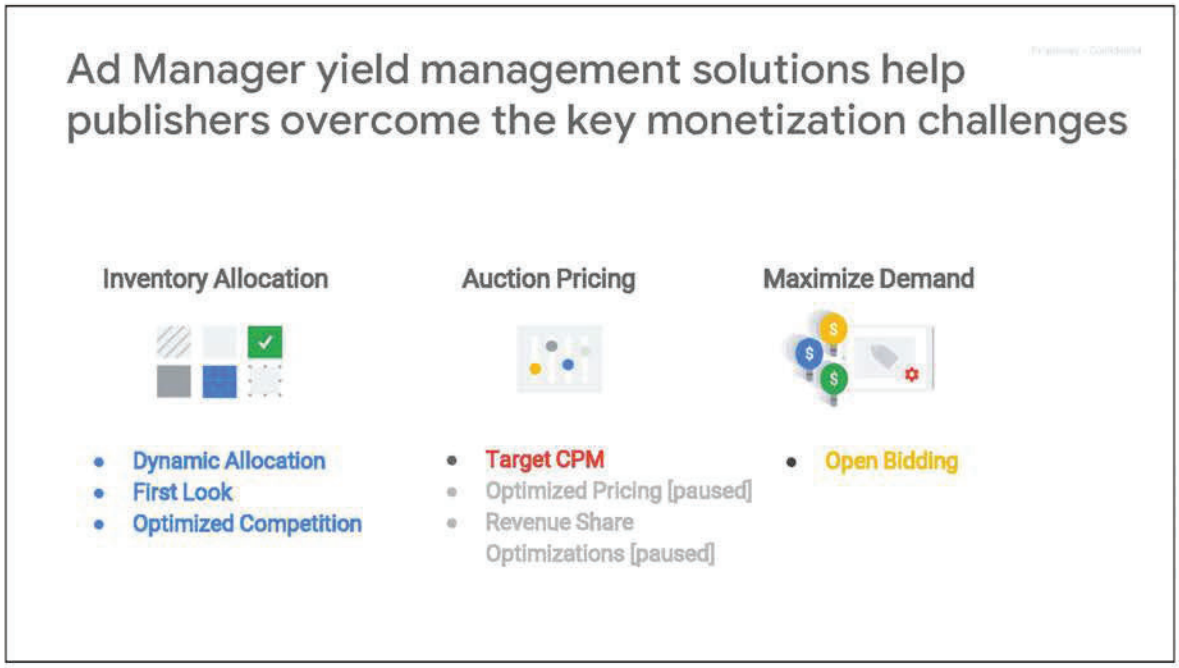
Which tools fall in the bucket...



In the bucket auction pricing we indeed made some changes.

Target CPM is stil activated and a significant yield driver. However Optimized Pricing and Revenue Share Optimization are paused due to the transition to the 1PA.

I will get to this a bit later.



In the third bucket we still have Open Bidding our feature which allows to connect 3rd party Exchanges.

Ad Manager yield management glossary

"Floor Price"

This is the price set by the publisher in the (eligible) **unified pricing rule**

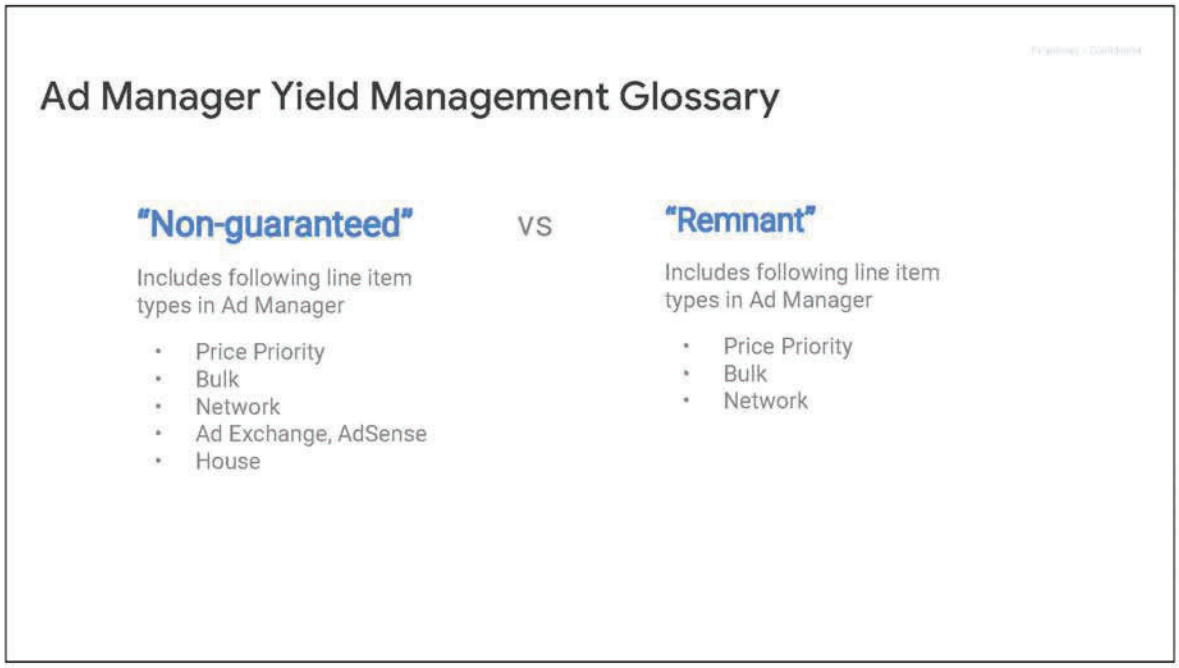
vs

"Reserve Price"

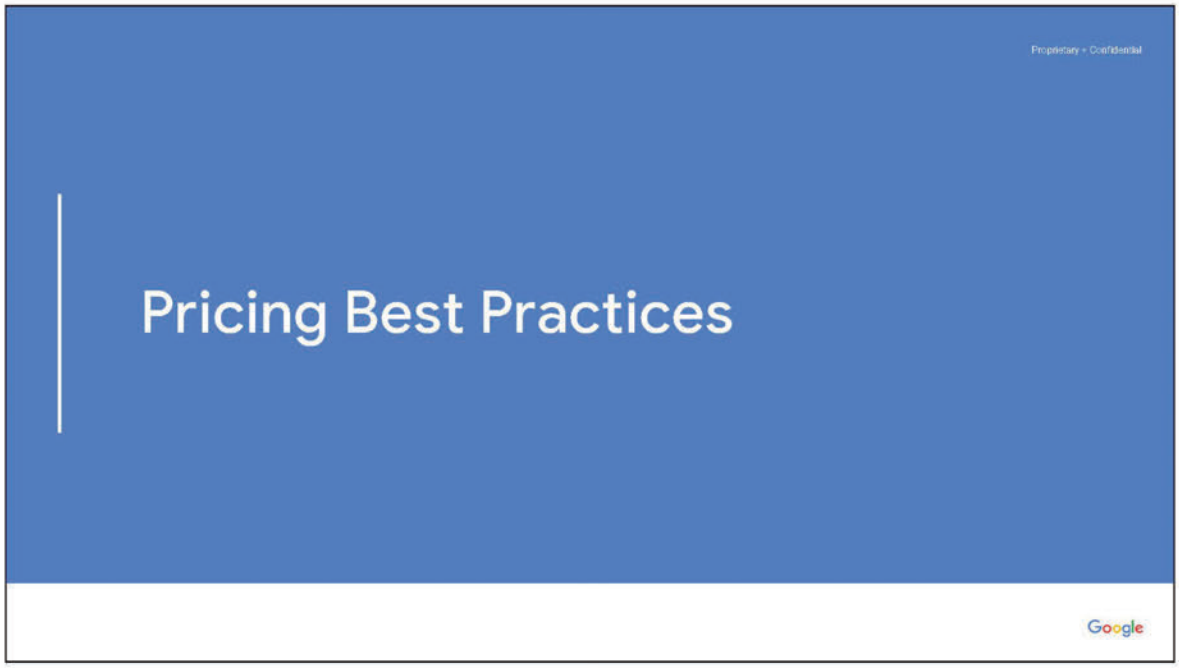
This is the 'price to beat' for programmatic buyers

Sent in the RTB callout to Authorized Buyers and Open Bidding exchanges

Determined by different factors, including - **but not only** - the floor set by a publisher - Learn more


Ad Manager Yield Management Glossary
"Non-guaranteed"
vs
"Remnant"
Includes following line item types in Ad Manager
Price Priority
Bulk
Network
Ad Exchange, AdSense
House
Includes following line item types in Ad Manager
Price Priority
Bulk
Network

Present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Pricing Best Practices
Google

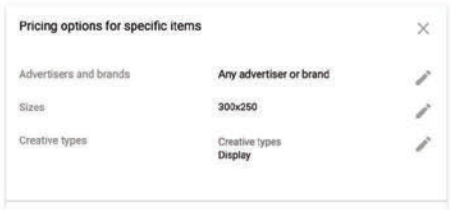
Best Practices for AdX set-up

- Use one AdX Line Item or Yield Group per environment
  - Display, Video, Mobile App
  - Target it to Run of Network + Special Ad Units
- Use Inventory Exclusion Protection to exclude unwanted inventory
  - Only applies to OA, does not apply to PA, OB, FL
- Make sure Rate in Remnant Line Items is set to a value that reflect actual payout
- Traffic Header Bidding as Price Priority not as Guaranteed
- For linked AdX Accounts, UPRs defined in the linked account apply
- For ease of management, limit UPRS as much as possible. You can't create more than 200 UPRs (This can be increased, details at go/limits-comms)

Google

Utilize demand-based pricing

- UPR targeting section lets you decide what inventory the UPR applies to. All demand will be subject to the same floor by default
- UPRs allow to set different floor prices depending on the incoming demand:
  - Advertisers/Brands
  - Different sizes in one multi-size request
  - Display/Video creatives (useful for outstream slots)



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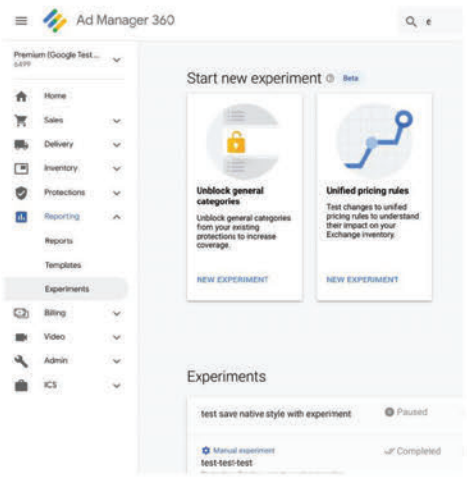
Utilize experiments

- In a dynamic publisher environment "Doing testing" is the best "best practice"
- Ad Manager offers opportunities cards that can be turned into experiments to test effects of changes such as rule pricing changes
- Two new Betas introduced in April:
  - Manual Publisher Experiments: Category Blocks
  - Manual Publisher Experiments: Pricing Floors



Google

Reporting

My UPR coverage is 100%, that's good right?

EDIT ⓘ EXPORT RESULTS ▾ SHARE

Pricing rules	Ad requests	Coverage	Ad impressions
(No pricing rule applied)	1,653,035,791	0.21%	3,295,656
First Look ALLOW	5,641	100.00%	5,438
First Look ALLOW - GLOWNA	189	100.00%	180
RON_amp_0,60	28,960,568	100.00%	21,096,208
RON_amp_INT_0,78	1,694,391	100.00%	1,257,473
RON_app_upr_0,60	9,384,849	100.00%	6,362,092
RON_INT_mobile_upr_1,49	17,426,103	100.00%	16,625,324
RON_INT_right_upr_1,49	6,754,973	100.00%	6,447,762

Google

Reporting

Impressions are only attributed when there is fill

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Google

Reporting

(No pricing rule applied) has multiple meanings:

- It's a bucket for all unfilled impressions
- Also all Line Items not eligible for UPRs show up here, like Standard or House
- It shows up in reporting when no UPR matched

EDIT ⓘ EXPORT RESULTS ▾ SHARE

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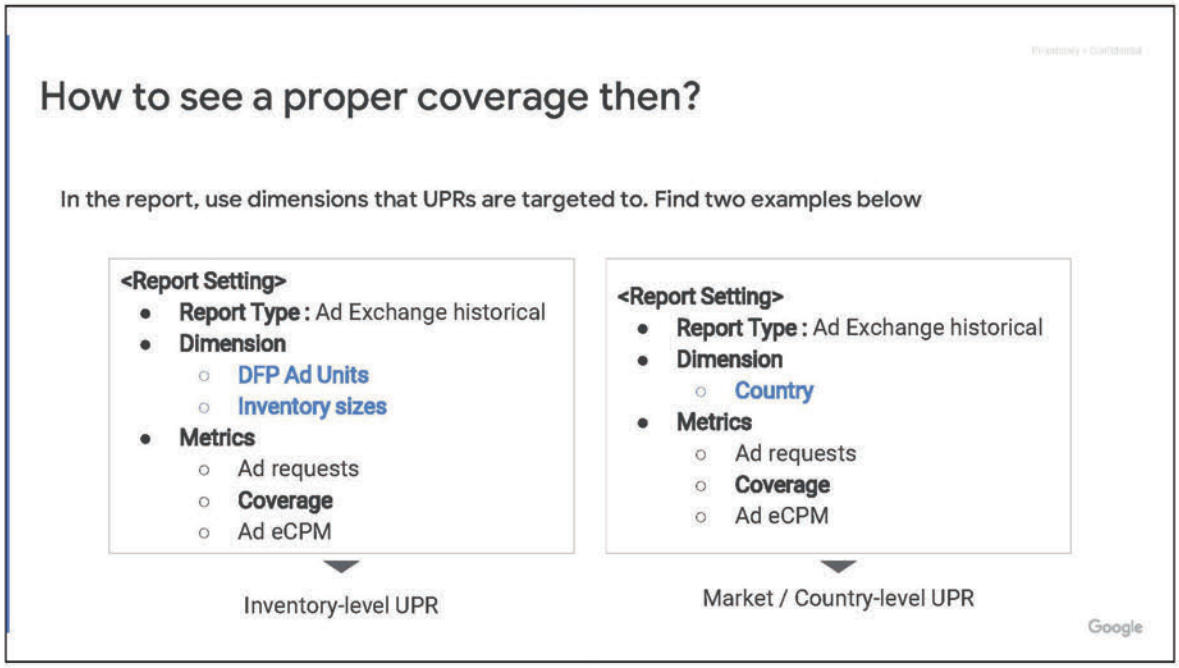

How to see a proper coverage then?
In the report, use dimensions that UPRs are targeted to. Find two examples below
<Report Setting>
Report Type : Ad Exchange historical
Dimension
DFP Ad Units
Inventory sizes
Metrics
Ad requests
Coverage
Ad eCPM
Inventory-level UPR
<Report Setting>
Report Type : Ad Exchange historical
Dimension
Country
Metrics
Ad requests
Coverage
Ad eCPM
Market / Country-level UPR
Google

Where do UPRs apply?

- Open Auction
- Private Auction
- Open Bidding
- Most Remnant Line Items

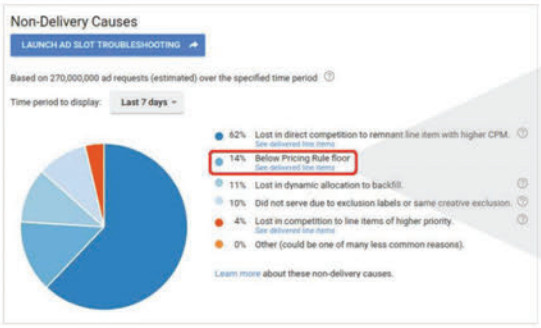
UPRs do **NOT** apply to:

- Guaranteed Line Items
- Preferred Deals
- Programmatic Guaranteed
- House Line Items, Remnant Line Items $0 Rate (or Value CPM)
- Performance Line Items Excluded from price competition (Comms Doc)

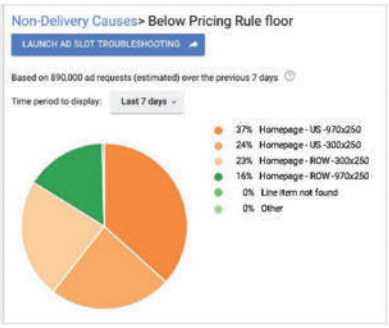
Google

Troubleshooting

Line Item Troubleshooter:
Rejection Reason - "Below Pricing Rule floor"



Below Pricing Rule floor:
Detail view



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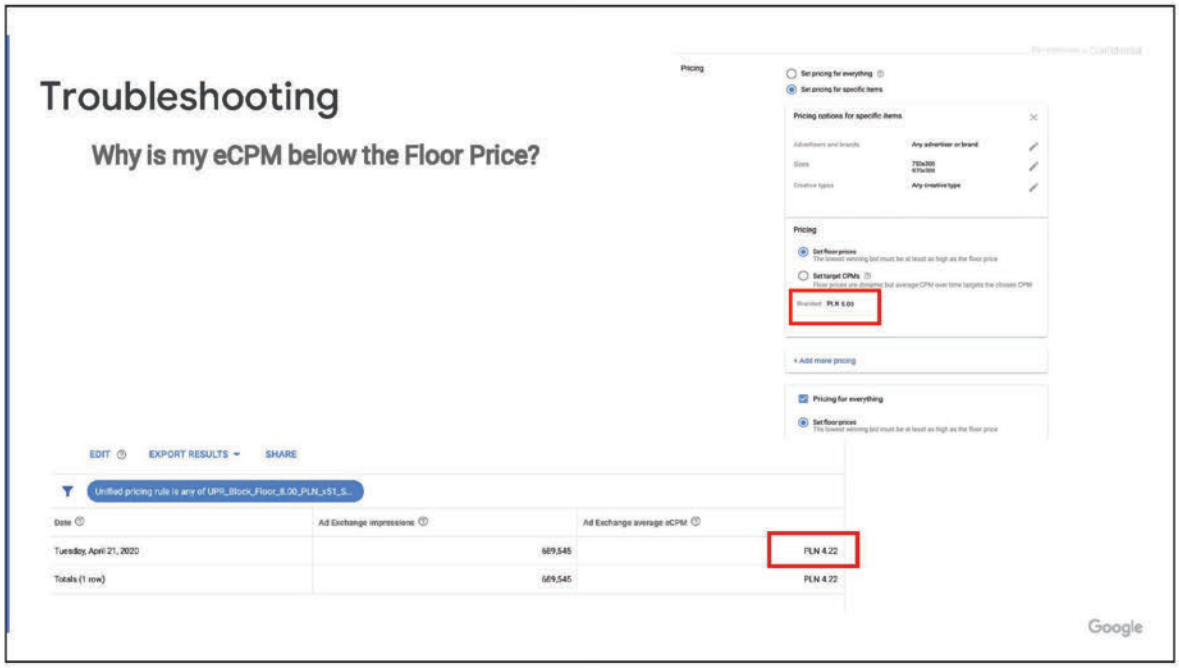
Troubleshooting
Why is my eCPM below the Floor Price?
Pricing
Set pricing for everything
Set pricing for specific items
Pricing options for specific items
Any advertiser or brand
Any creative type
Pricing
Set floor prices
Set target CPMs
PLN 5.00
+ Add more pricing
Pricing for everything
Set floor prices
EDIT
EXPORT RESULTS
SHARE
Unified pricing rule is any of UPR_Block_Floor_5.00_PLN_x51_S...
Date
Ad Exchange impressions
Ad Exchange average eCPM
Tuesday, April 21, 2020
689,545
PLN 4.22
Totals (1 row)
689,545
PLN 4.22
Google

Troubleshooting

Make sure you report on what is targeted in the rule

EDIT | EXPORT RESULTS | SHARE

Unified pricing rule is any of UPR_Block_Floor_8.00_PLN_x51_S...

Creative size (delivered)	Ad Exchange impressions	Ad Exchange average eCPM
970x250	278,011	PLN 3.60
750x200	132,418	PLN 3.48
728x90	109,898	PLN 2.93
970x300	107,986	PLN 7.80
950x300	22,151	PLN 5.51
980x261	16,904	PLN 3.01
980x253	8,250	PLN 2.92
980x300	6,168	PLN 7.74
750x300	2,888	PLN 7.99
930x180	1,919	PLN 3.04
970x90	974	PLN 5.51
970x66	719	PLN 5.52

Pricing

Set pricing for everything

Set pricing for specific items

Pricing options for specific items

Advertisers and brands: Any advertiser or brand

Sizes: 750x300, 970x300

Creative types: Any creative type

Pricing

Set floor prices
The lowest winning bid must be at least as high as the floor price

Set target CPMs
Floor prices are dynamic but average CPM over time targets the chosen CPM

Branded PLN 5.00

+ Add more pricing

Pricing for everything

Set floor prices
The lowest winning bid must be at least as high as the floor price

Set target CPMs
Floor prices are dynamic but average CPM over time targets the chosen CPM

Branded PLN 2.00

UPR Best Practices Resources

- Externally Shareable:
  - Unified Pricing Rules Help Center page
  - Unified Pricing Rules Best Practices PDF
  - Unified Pricing Rules Strategy TIPS document
- Internal:
  - Internal Unified Pricing Rules TIPS document

Google